



Welcome to

**DOWNTOWN
BELLAIRE**

Michigan

**Bellaire Downtown
Development
Authority**

**November 2016
Newsletter**

Making the Most of "Shoulder Season"

No stranger to a Downtown Northern Michigan business is the "shoulder season" or off season. But what might be foreign is what to do about it. At a recent Northwest Michigan DDA Forum meeting the discussion topic was "What are some shoulder season projects and/or events your DDA undertakes to stimulate activities in the downtown" Here are just a few of those ideas but we'd love to hear from you too and your ideas of what you'd like to see in your downtown. Join us at the next Northwest Michigan DDA Forum, Monday November 28th from 10:00am-Noon at Elk Rapids Governmental Center.

- Shopping Scrambles
- Restaurant Week
- Community "Bucks"
- Classes unique to the business (i.e. food demos, jewelry making, games, etc.) hosted in-store
- Holiday Open House



Attention all sweet tooth's-New bakery coming to town!

A new bakery will be coming to downtown Bellaire this month, Ruthann's Gourmet Bakery. Owner Ruthann Dexter started off her career baking as a hobby and fast forward to today she's opening a storefront all the while filling orders for thousands of her stunning cookies, delicious cakes and cupcakes. According to MyNorth, "The new storefront will have a soft opening November 5 and a grand opening in early December. In addition to special orders, customers can buy individual treats like Ruthann's decorated pumpkin pies and caramel apple muffins. She'll also have macarons, cake pops, cake truffles and pies along with her famous cookies, cakes and cupcakes." Lets welcome Ruthann to Downtown Bellaire in true neighborly fashion. [Check out her website by clicking here.](#)



7th Annual Light Up the Night and Soup Cook Off

Brought to you by the Bellaire Chamber of Commerce come the 7th annual Light Up the Night and Soup Cook Off. Bellaire comes alive for the holiday season in the 5th Annual Light Up the Night celebration on December 3 from noon until 7 pm. Families and children welcome Santa's arrival in a spectacular "Parade of Lights," and local restaurants compete in the annual "Soup Cook-Off." Free Movie Matinee, Kids Ornament Making at Village Hall, Soup Cook-Off, Santa & Mrs. Claus arrive in the Parade of Lights," Tree Lighting, Caroling and Community Sing-A-Longs. [For more information click here.](#)

- The Lunch Box
- Commission on Aging
- The Pelican Nest
- Moka
- Short's Brewing Company
- Ruthies Dairy Twist
- Bellaire Bar
- Bellaire Lanes & Games
- Shanty Creek Resorts
- Toonies Fish & Steakhouse
- Mama's Country Kitchen



Questions or comments?

Email us at

director@downtownbellaire.com

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The Bellaire DDA Board meets the last Wednesday of each month at 8:00 a.m. at Village offices at 202 N. Bridge Street.

For DDA boundary map, copy of the proposed development and tax increment financing (TIF) plan, meeting agendas and minutes,

visit:

<http://www.bellairemichigan.com/dda.html>